



LUIS M. DIAZ
Assemblyman 86th District
Bronx County

THE ASSEMBLY
STATE OF NEW YORK
ALBANY

COMMITTEES
Aging
Banks, Housing
Mental Health
Social Services

July 8, 2004

Michael K. Powell
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: MB Docket No. 04-207

Dear Chairman Powell:

I am writing to express to you opposition to the "a la carte" cable system debated in Congress. This enactment would erode current cable television's diversity programs for minorities.

Current programming like BET, Telemundo, TV One, and Learning Channel has bridged the diversity gap because they provide minority groups a choice from a variety of channels. When a new channel is introduced, it is usually placed in a bundle with existing popular channels; this allows viewers the opportunity to try out the new channel. This programming helps minority and overall community in our socialization process which reflects real life experiences. In the "a la carte" cable system each cable viewer will pay separately for each channel. This enactment would allow people to make programming choices they are familiar with.

Thus under an "a la carte system," channels that appeal to more specialized audiences, particularly ethnic, foreign-language and niche programming, would have trouble attracting a substantial number of subscribers. Without an adequate number of subscriptions, revenue would decline, the cost of subscription would increase and specialty channels would consequently be put out of business.

I urge you to not support the enactment of an "a la carte" system.

Sincerely,

Luis M. Diaz
Member of Assembly 86th District